AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Previously Presented) A method of capturing data for use in a catalog comprising:

capturing product data for a product according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more attributes; and

storing the captured product data in a product data system, the product data including:

a system SKU product identifier that identifies the product within the product data system;

a manufacturer SKU associated with the product that identifies the product within a product line of the manufacturer;

at least one customer SKU assigned by the customer that identifies the product, each customer SKU being associated with a customer for which the product data is being stored for subsequent distribution to the customer, for use in a catalog, the customer being a manufacturer, retailer, or distributor of the product, thereby enabling the at least one customer to request customized distribution of product data for a particular product;

a link to product information characterizing the product; and

a customer identifier that identifies the customer to which the captured data is to be distributed.

2. (Original) The method as recited in claim 1, wherein capturing product data includes:

classifying a product to be entered according to the data model; and

rendering a data entry template associated with the category of the classified product, wherein the data entry template includes a listing of potential values associated with each of the attributes in the category of the classified product, wherein the listing of potential values identify values that are selectable as values for the associated attribute.

3. (Original) The method as recited in claim 2, wherein the rendering further includes repeating the listing of potential values for the classified product when the attribute group associated with the classified product is indicated to be a repeating group in the data model.

4. (Original) The method as recited in claim 1, wherein each attribute is associated with a possible value list including values that are selectable and selected searchable attributes are specified, wherein the step of capturing product data includes reviewing product information for a particular product and selecting specific values from the possible value list for each of the selected searchable attributes.

5. (Original) The method as recited in claim 4, wherein each attribute is further associated with a possible unit list including units that are selectable and wherein the step of capturing product data further includes selecting specific units from the possible unit list for at least some of the selected searchable attributes.

6. (Original) The method as recited in claim 1, further including creating a product header that is associated with the product, wherein creating the product header includes:

storing a system SKU associated with the product in the product header;

storing a manufacturer SKU associated with the product in the product header; and

associating the product header with product information characterizing the product.

7. (Original) The method as recited in claim 6, wherein the product information includes one of the one or more categories and a manufacturer product description, the manufacturer product description describing standard features of the product.

8. (Original) The method as recited in claim 6, further including linking the product header to one or more images illustrating the product.

9. (Original) The method as recited in claim 6, further including linking the product header to a marketing description of the product.

10. (Original) The method as recited in claim 1, further including specifying one or more countries for which the product is adapted for sale.

11. (Original) The method as recited in claim 1, further including providing one or more possible countries that are selectable as countries for which the product is adapted for sale.

12. (Previously Presented) The method as recited in claim 1, further including linking to one or more related products that are recommended as compatible with the product.

13. (Previously Presented) The method as recited in claim 1, further including linking to platform compatibility information associated with the product indicating one or more platforms that are compatible with the product.

14. (Original) The method as recited in claim 1, further including providing one or more possible platforms that are selectable as platforms with which the product is compatible.

15. (Original) The method as recited in claim 1, wherein each attribute has an associated possible value list that identifies values that are selectable as values for the associated attribute and wherein storing the product data further includes storing selected attributes in an attribute table, each of the selected attributes being identified by a system SKU and having at least one of the values in the associated possible value list.

16. (Original) The method as recited in claim 1, wherein capturing product data for the product includes:

classifying the product according to a data model having one or more classes, wherein each of the classes is arranged to identify one or more associated categories, and each of the categories is arranged to identify an associated attribute group having one or more attributes, each attribute having an associated possible value list that identifies values that are selectable as values for the associated attribute;

selecting at least one of the values in the associated possible value list for selected attributes in the associated attribute group; and

inputting the selected values for the product to the system product data file.

17. (Original) The method as recited in claim 16, wherein capturing data for the product further includes inputting one or more images illustrating the product to the system product data file.

18. (Original) The method as recited in claim 16, wherein capturing data for the product further includes inputting a marketing description associated with the product to the system product data file.

19. (Original) The method as recited in claim 16, wherein capturing data for the product further includes inputting to the system product data file one or more countries for which the product is adapted for sale.

20. (Previously Presented) The method as recited in claim 16, wherein capturing data for the product further includes inputting to the system product data file a list identifying one or more related products that are recommended as compatible with the product.

21. (Previously Presented) The method as recited in claim 16, wherein capturing data for the product further includes inputting to the system product data file platform compatibility information associated with the product indicating one or more platforms that are compatible with the product.

22. (Previously Presented) A computer-readable medium storing thereon computer-readable instructions for capturing data for use in a catalog, comprising:

instructions for capturing product data for a product according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more attributes;

instructions for storing the captured product data in a product data system, the product data including:

a system SKU product identifier that identifies the product within the product data system;

a manufacturer SKU associated with the product that identifies the product within a product line of the manufacturer;

at least one customer SKU assigned by the customer that identifies the product, each customer SKU being associated with a customer for which the product data is being stored for subsequent distribution to the customer for use in a catalog, the customer being a manufacturer, retailer, or distributor of the product, thereby enabling the at least one customer to request customized distribution of product data for a particular product;

a link to product information characterizing the product; and

a customer identifier that identifies the customer to which the captured data is to be distributed.

23. (Previously Presented) A system for capturing data for use in a catalog, comprising:

means for capturing product data for a product according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more attributes;

means for storing the captured product data in a product data system, the product data including:

a system SKU product identifier that identifies the product within the product data system;

a manufacturer SKU associated with the product that identifies the product within a product line of the manufacturer;

at least one customer SKU assigned by the customer that identifies the product, each customer SKU being associated with a customer for which the product data is being stored for subsequent distribution to the customer, for use in a catalog, the customer being a manufacturer, retailer, or distributor of the product thereby enabling the at least one customer to request customized distribution of product data for a particular product;

a link to product information characterizing the product; and

a customer identifier that identifies the customer to which the captured data is to be distributed.

24. (Previously Presented) A system for capturing data for use in a catalog comprising:

a processor; and

a memory, at least one of the processor and the memory being adapted for:

capturing product data for a product according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more attributes; and

storing the captured product data in a product data system, the product data including:

a system SKU product identifier that identifies the product within the product data system;

a manufacturer SKU associated with the product that identifies the product within a product line of the manufacturer;

at least one customer SKU assigned by the customer that identifies the product, each customer SKU being associated with a customer for which the product data is being stored for subsequent distribution to the customer, for use in a catalog, the customer being a manufacturer, retailer, or distributor of the product, thereby enabling the at least one customer to request customized distribution of product data for a particular product;

a link to product information characterizing the product; and

a customer identifier that identifies the customer to which the captured data is to be distributed.

25. (Previously Presented) A method of capturing data for use in a catalog comprising:

creating a customer product portfolio file that identifies products for which a customer requests that data be captured;

mapping the customer product portfolio file to a system product data file to identify products in the product portfolio file that are not in the system;

capturing data for the product that is not in the system; and

adding the captured data to the system product data file.

26. (Previously Presented) The method of capturing data of claim 25, further comprising:

requesting components of the added system product data file be transmitted to the customer thereby allowing the customer to acquire and build a customized catalog based on products in the system product data file.

27. (Previously Presented) A method of capturing data for use in a catalog comprising:

selecting a value for a product from a value list;

inputting the selected value to a system product data file;

classifying the product according to the inputted selected value in the system product data file;

creating a customer product portfolio file that identifies attributes of products based upon the classification of the product;

mapping the classification of the product to a system product data file to identify products that are not in the system;

capturing data for the product that is not in the system; and

adding the captured data to the system product data file.

28. (Previously Presented) A method of capturing data for use in a catalog comprising:

classifying a product according to a data model;

capturing product data using the data model;

storing the captured product data; and

distributing the stored product data as catalog data.

29. (Previously Presented) A method of capturing data for use in a catalog comprising:

capturing product data for a product according to a data model, the data model having one or more classes, each one of the classes defined by one or more categories, each of the categories defined by an attribute group having one or more attributes; and

storing the captured product data,

associating product identification information to the stored captured product data, the product identification information including:

a manufacturer SKU that identifies the product;

a customer SKU that identifies the product, the customer SKU associated with a customer for which the product data is being stored for subsequent distribution to the customer for use in a catalog, thereby enabling the customer to request customized distribution of stored product data for a particular product; and

a link to product information characterizing the product.

30. (Previously Presented) The method of capturing data of claim 29, wherein the product information includes at least one of a category identifier to identify the category associated with the product, a manufacturer product description that describes features of the product, an image of the product, an image identifier of the product, or a marketing description that further describes features of the product.

31. (Previously Presented) The method of capturing data of claim 29, wherein the data model further includes a language table indicating languages in which the product and documentation associated with the product are available.

32. (Previously Presented) The method of capturing data of claim 29, wherein the data model further includes a country table indicating countries for which the product and documentation associated with the product are adapted for sale.

33. (Previously Presented) The method of capturing data of claim 29, wherein the data model further includes a related products table indicating related products that are recommended as related to the product.

34. (Previously Presented) The method of capturing data of claim 29, wherein the data mode further includes a data capture priority indicator that assigns a priority to the attribute for data capture.

35. (Previously Presented) The method of capturing data of claim 34, wherein the data capture priority indicator ranks attributes of the product for sorting and comparing products and product features.

36. (Previously Presented) A method of capturing data for use in a catalog comprising:

capturing product data for a product according to a data model, the data model having one or more classes, each one of the classes defined by one or more categories, each of the categories defined by an attribute group having one or more attributes;

storing the captured product data; and

associating product identification information to the stored captured product data, the product identification information stored in a product header.

37. (Previously Presented) The method of capturing data of claim 36, wherein the product header includes:

a system SKU associated with the product;

a manufacturer SKU associated with the product; and

a link to product identification information characterizing the product.

38. (Previously Presented) The method of capturing data of claim 37, wherein the product identification information includes at least one of a category identifier to identify the category associated with the product, a manufacturer product description that describes features of the product, an image of the product, an image identifier of the product, or a marketing description that further describes features of the product.

39. (Previously Presented) The method of capturing data of claim 36, wherein the data model further includes a language table indicating languages in which the product and documentation associated with the product are available.

40. (Previously Presented) The method of capturing data of claim 37, wherein the data model further includes a country table indicating countries for which the product and documentation associated with the product are adapted for sale based on the system SKU associated with the product.

41. (Previously Presented) The method of capturing data of claim 37, wherein the data model further includes a related products table indicating related products that are recommended as related to the product based on the system SKU associated with the product.

42. (Previously Presented) The method of capturing data of claim 37, wherein the data model further includes a platform compatibility table indicating compatible platforms as related to the product based on the system SKU associated with the product.

43. (Previously Presented) The method of capturing data of claim 37, wherein the data model further includes one or more classes, each one of the classes defined by one or more categories, and each of the categories defined by an attribute group having one or more attributes.

44. (Previously Presented) The method of capturing data of claim 43, wherein the classes are identified by alphanumeric class identifiers that serve as links to at least one of a category or an attribute group.

45. (Previously Presented) The method of capturing data of claim 44, wherein the data model further includes a data capture priority indicator that assigns a priority to an attribute for data capture.

46. (Previously Presented) The method of capturing data of claim 45, wherein the data capture priority indicator ranks attributes of the product for sorting and comparing products and product features.

47. (Previously Presented) The method of capturing data of claim 46, wherein the class identifiers are searchable within a corresponding category to indicate the priority level of an attribute to facilitate comparisons, searches, and sorting.

48. (Previously Presented) The method of capturing data of claim 47, wherein the attribute includes a possible value list identifying values that are selectable as values for the attribute.

49. (Previously Presented) The method of capturing data of claim 48, wherein the possible value list is repeated when the attribute group associated with the classified product is indicated to be a repeating group in the data model.

50. (Previously Presented) A method of providing captured data to a customer for use in a catalog comprising:

capturing product data for a product according to a data model, the data model having one or more classes, each one of the classes defined by one or more categories, each of the categories defined by an attribute group having one or more attributes;

storing the captured product data in a product data system;

associating product identification information to the stored product data, the product identification information stored in a product header; and

transmitting the stored product data and associated product identification information to the customer.

51. (Previously Presented) The method of providing captured data of claim 50, wherein the product header includes:

a system SKU associated with the product that identifies the product within the product data system;

a manufacturer SKU associated with the product that identifies the product within a product line of the manufacturer;

a customer SKU assigned by the customer to the product to uniquely identify the product within a product line of the customer;

a link to product identification information characterizing the product; and

a customer identifier that identifies the customer to which the captured data is to be transmitted.

52. (Previously Presented) The method of providing captured data of claim 51, wherein the captured data transmitted to the customer is formatted as a component suitable for use in a catalog.

53. (Previously Presented) The method of providing captured data of claim 52, wherein the formatted component is at least one of a Uniform Resource Locator (URL), an image, a marketing description, and a technical specification.

54. (Previously Presented) The method of providing captured data of claim 52, wherein the formatted component includes a searchable attribute with which the catalog may be searched.

55. (Previously Presented) The method of providing captured data of claim 50, further comprising translating the transmitted product data and associated product identification information into a customer-specified language.

56. (Previously Presented) The method of providing captured data of claim 55, wherein the translating is performed using a translation table containing translations for each class, category, attribute group, attribute, product identification information, and customer.